

WBAL-TV
Exhibit 26

Nunez, Sue M

From: Draper, Wanda Q
Sent: Thursday, May 13, 2010 5:10 PM
To: Nunez, Sue M
Subject: RE: Internship for EEO Report

We had:

Summer 2009	21
Fall 2009	17
Spring 2010	20

Wanda Q. Draper
Director of Programming/ Public Affairs
WBAL - TV 11
3800 Hooper Avenue
Baltimore, Maryland 21211
Tel: 410-338-6482
wdraper@hearst.com



From: Nunez, Sue M
Sent: Thursday, May 13, 2010 4:51 PM
To: Draper, Wanda Q
Subject: Internship for EEO Report
Importance: High

How many interns did we accept between June 1, 2009 and May 31, 2010?

Need this for the EEO report due tomorrow.

Sue

Sue M. Nuñez
Controller
WBAL-TV, WBAL-AM, WIYY-FM
Voice: 410-338-6427
Cell: 410-627-8846
FAX: 410-235-8053
snunez@hearst.com





INTERNSHIP INFORMATION

The Hearst Television Inc. is presently recruiting students for our College Internship Program. Internships are non-salaried positions, which provide a professional learning experience while earning college credit.

Students must have junior, senior or graduate level status to apply. Please submit a resume and cover letter for the positions for which you are applying. Please state the dates you are available, plus written approval of a faculty sponsor. Written approval is a condition of acceptance into the program. No volunteer positions are offered.

Deadlines: Summer, March 11; Fall, September 12; Spring, December. 15.

If you are interested in any of the internships below, please send your resume, cover letter, transcripts and completed WBAL-TV 11 Internship Application to:
Justina Pollard; WBAL-TV 11; 3800 Hooper Avenue; Baltimore, Maryland 21211;
jpollard@hearst.com

LOCAL NEWS

WBAL-TV 11 News is Live...Local...Latebreaking. The 11 News team brings to Baltimore an in-depth look at today's top local, national and international news. The WBAL-TV news team develops local stories that provide a balance of latebreaking national news that affects Marylanders. Viewers get important breaking health news, consumer and education alerts, plus personal interest stories.

- Interns are introduced to every aspect of news operation, within a structured and supervised environment. Local news interns spend time in each department: observing, learning, and participating. Those areas include the assignment desk, producing and writing, photography and editing.
- During their rotation, interns work closely with reporters, assignment desk editors and producers. At the end of their rotation, interns are able to focus on their area of interest and continue to pursue their own individual goals.

Qualifications:

Looking for ambitious, creative and energetic students. Interns should have some experience in journalism, at least in the classroom, but preferably in a television newsroom setting.

*Assignment Desk*News*Web*Sports

(Schedule Requirement: flexible and varied, but interns should be willing to work a variety of shifts in order to get the best experience)



CREATIVE SERVICES

The Creative Services department is the marketing arm of WBAL-TV. The talented staff in this department produces top quality on-air promotions for local news and programming. The department strategically creates campaigns and promotional materials that capture the attention of our viewers and highlights our award winning station.

- An internship in this department will allow you to learn first hand the operation of promoting news stories and observing the process of post-production in AVID editing suite.
- Experience field producing with shooters and producers along with composing show descriptions for on-air use.

Qualifications:

A strong interest in creative production. Excellent writing skills. Ability to work in a fast paced environment.

Promotions

COMMUNITY AFFAIRS/PROGRAMMING

The Community Affairs Department is responsible for coordinating relationships between WBAL-TV and community organizations. The department is often times the vocal representation for the station and the network to viewers. The Community Affairs department also produces a weekly public affairs program called 11 TV Hill. While the origin is local, from WBAL-TV's Studio One, the scope of issues and guests are far reaching. The effects of national issues on our local market are discussed, as well as both sides of hot local issues.

- An internship in this position will allow you to communicate and work with community business people and organizations, interact with viewers, and disseminate vital information to viewers through WBAL's weekly public affairs program.
- Experience writing and producing, doing research, and creating a PSA schedule for children's programming

Qualifications:

Demonstrate good judgment, resourcefulness, confidence, and a positive attitude in response to viewer comments and requests. Strong computer and writing skills, and the ability to pay very close attention to detail.



*Public Relations/Affairs*Programming*

SALES AND MARKETING

Interns are involved in every aspect of the sales process including research and marketing. Interns are asked to do research on other stations around the country through the Internet. Special projects may involve competitor analysis, research analysis, using spreadsheets and keeping track of resource materials. Opportunities to be involved in station sponsored community events where the Sales Dept is involved. Interns will also have an opportunity to work with sales and marketing professionals, attend sales presentations and gain first-hand knowledge of how the sales process works. Internet and Microsoft Office skills required.

- An internship in this position will allow you to receive first hand experience in conducting a sales pitch, creating media kits, understanding television rating and how it affects the cost of advertising. You will also learn through marketing how to effectively create promotional opportunities for clients.
- Rotate between sales and marketing to obtain a better understanding of WBAL-TV and television sales.

Qualifications:

A strong interest in sales. The ability to work with little supervision in a timely fashion. Proficient in Microsoft Word, Excel, and PowerPoint. Professional attitude and manner with the ability to take initiative.

*Sales*Marketing*



INTERNSHIP APPLICATION

WBAL-TV 11

Hearst Television Inc. BALTIMORE INTERNSHIP PROGRAM

Sections I, II and III should be filled out, and signed, in consultation with your internship coordinator and/or faculty advisor. Mail the completed and signed application, resume, cover letter, and transcripts to:

Justina Pollard

WBAL-TV 11 Internship Program

3800 Hooper Avenue

Baltimore, Maryland 21211

SECTION I (Student must complete.) **NAME:**

AVAILABLE INTERNSHIPS:

See the Internship Application's companion piece for internship descriptions. Once you are accepted into the program (by completing this Application, and meeting all of the requirements), you will interview with your prospective Intern Supervisor. Rank according to preference so every effort will be made to place you in the internship of your choice.

WBAL-TV 11 NEWS

Assignment Desk ☐

News ☐

Sports ☐

Web ☐

WBAL-TV 11

Sales ☐

Promotions ☐

Public Relations/Affairs ☐

Television Programming ☐

SECTION II (Student must complete.)

Request for: Spring ☐ Summer ☐ Fall ☐ Year ☐

Student's name: _____

Address: _____

Phone: _____

Email: _____

Social Security #: _____

College/University: _____

Class (circle one): graduate senior junior

Graduation date: _____

Overall GPA: _____

Briefly state why you wish to undertake this internship:



INTERNSHIP APPLICATION

WBAL-TV 11 internships require a 15-hour per week minimum. Most of the internships require you to be here for two or three 8-hour days. (Example *Tues. & Thur. 9-5 or Mon, Wed. Fri. 9-5*). Please check which days you are available to work.

Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun ☐

List all related courses completed to date, and letter grades from each:

COURSE GRADE COURSE GRADE

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

NOTE: A sealed official transcript must accompany this application for verification.

SECTION III (Faculty sponsor must complete.)

What are the learning objectives for student?

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

What will you expect the student to submit as evidence of the internship?

_____	_____	_____	_____
_____	_____	_____	_____

WBAL-TV 11 internships require a minimum commitment of 15 hours per week. How many hours per week must the student work in order to receive college credits? Hours per week: ☐

This verifies that _____ will receive ☐ college credits for this internship.

Does the school's liability insurance cover this student while he/she is performing field study for WBAL-TV 11 in exchange for college credits? Yes ☐ No ☐

Signature of Faculty Sponsor Date _____

College / University _____

Street Address _____

City State Zip _____



INTERNSHIP APPLICATION

SECTION IV (WBAL-TV 11 Intern Coordinator must complete.)

Application for internship with (circle one): WBAL-TV 11 News WBAL-TV

Name of Intern Supervisor: _____

Department: _____ Phone ext: _____

Intern job description (specific duties):

Student will learn:

Intern's start date: _____ Intern's end date: _____

Indicate Intern's weekly schedule:

Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐

Sat ☐ Sun ☐

INTERN SUPERVISOR REQUIREMENTS AND WBAL-TV 11 INTERN POLICY:

Interns must attend an Orientation (or meet with the Intern Program Manager within the first 2 weeks of their internship).

Exit Interview with the Intern Program Manager.

Intern Supervisors must complete a Mid-semester Review and a Final Review with their Interns.

The help we receive from student interns is a privilege, and not an entitlement. The relationship enhances the efficiency of the station. In return, we have an obligation to give back to the students a unique career experience of equal value (at least) to the effort they invest.

I have read and understand the Intern Supervisor Requirements and the WBAL-TV 11 Intern policy as stated above.

Intern Supervisor's signature: _____ Date: _____

Interns

SO YOU WANNA BE A 98 ROCK INTERN?!



98 Rock Interns have it worse!

The Rules

There are a few rules you have to follow to become a slave to THE ROCK.

1. You must be enrolled in college and be able to earn college credit for your internship. We have NO paid internships.
 2. You must be either a mass comm, electronic media, or marketing major.
 3. We'd prefer people over 20 years old and in their junior or senior year... but we know some of you are on the 5 year plan.
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Opportunities

There are many opportunities that exist for interns at 98 Rock.

[Promotions and Marketing](#)... Need help planning and executing events, writing press releases and promotional recaps, doing remote broadcasts and promotions for clients, you can also help with and learn from the sales dept or our Creative Services Director. To inquire about becoming an intern in Promotions, email [Jessica Deike](#) or fax your resume to 410-675-7946 ATTN: Jessica.

[Mickey, Amelia & Spiegel](#)...Need help with production, website & various office tasks. You'll be the butt of many jokes and probably be asked to do stunts. FYI - nothing dangerous or inappropriate! You need to have a sense of humor. To inquire about becoming an intern for Mickey, Amelia & Spiegel email [Scott Reardon](#) or fax your resume to 410-675-7946 ATTN: Scott.

[Matt Davis](#)...Need to be available on Sunday & Monday evenings. Work closely with Matt in studio & as part of his Street Team for Fletcher's/*Noise in the Basement Live*. Knowledge of the local music scene is preferred. To inquire about becoming an intern for Matt Davis for *Noise in the Basement* email [Matt](#) or fax your resume to 410-675-7946 ATTN: Matt.

WBAL-TV, WBAL-AM and WIYY-FM are equal opportunity employers and are dedicated to providing broad outreach regarding job vacancies at the stations. We seek the help of local organizations in referring qualified applicants to our stations. Organizations that wish to receive our vacancy information should contact Sue Nunez at WBAL-TV, WBAL-AM and WIYY-FM by calling 410-338-6427.